

WKMG

ORDER

Print Date 09/06/12 Page 1 of 2

Flight Dates 10/22/12-11/05/12

Order Sep 00:15:00

Contract / Revision **258487** /

Original Date / Revision
09/06/12 09/06/12

Advertiser **POL/S Plakon/R/Str/Fl**

Agency Southern Campaign Resource

Buying Contact

**235 E. Virginia St.
Tallahassee, FL 32301**

Product

PLAKON FOR ST REP

Agency Com 15%

Billing Contact

**235 E. Virginia St.
Tallahassee, FL 32301**

Sales Office PHI

Sales Region NAT

Agency RefEstimate #

Alt Order # **06306377**

<u>Billing Type</u>	Cash
---------------------	------

<u>Order Type</u>	GENERAL
-------------------	---------

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 12000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$3,740.00	\$4,400.00	0.00	10/01/12	10/28/12	4	\$3,740.00	\$4,400.00
November 2012	6	\$6,460.00	\$7,600.00	0.00	10/29/12	11/05/12	6	\$6,460.00	\$7,600.00
Totals	10	\$10,200.00	\$12,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/23/12	10/25/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	-T-T---	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---					2	\$700.00		0.00			
E 2	WKMG	10/22/12	10/25/12	M-SU 11p News CM M-SU 11p News		11-1135p	M--T---	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M--T---					2	\$1,500.00		0.00			
E 3	WKMG	10/31/12	11/01/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	--WT---	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					2	\$700.00		0.00			
E 4	WKMG	10/31/12	11/01/12	M-F 11p News CM M-F 11p News		11-1135p	--WT---	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/31/12	11/01/12	M-F 11p News M-F 11p News	CM	11-1135p	--WT---	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WT---				2		\$1,500.00		0.00			
E 5	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1		\$700.00		0.00			
E 6	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1		\$2,500.00		0.00			
Totals														10	\$12,000.00